IN THE CLAIMS:

Please **cancel claim 43** without prejudice or disclaimer, and **amend claims 1, 7, 8, 14, 15, 17, 18, 22-28, 32, 35, and 40** as follows:

1. (*Currently amended*) A service delivery method comprising the steps of:

(a) conducting a transaction of a user purchasing a service or product which qualifies the user as authorised to benefit from a particular location-triggered service and thereupon storing:

[[-]] location data indicative of at least one location where service delivery is to be triggered, and

[[-]] a user-associated instance of an executable program [[code]], customized for said transaction, for implementing said particular service; and

(b) subsequently detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data, and thereupon initiating execution of the user-associated ~~program code~~ program instance to deliver said particular service to the user.

2-6. (*Cancelled*)

7. (*Currently amended*) A method according to claim **25**, wherein the user-associated ~~program-code~~ program instance includes user identity data and is digitally-signed by the party that carried out the qualification in step (a) whereby the service provider system can check the authenticity of the user-identity data, the user mobile entity having an associated ~~public-key/private-key~~ key pair, formed by a public-key and a private key, and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system.

8. (*Currently amended*) A method according to claim **1**, wherein the user-associated ~~program-code~~ program instance is a customisation of a generic [[code]] program for implementing the service.

9. (*Previously presented*) A method according to claim **1**, wherein in step (b) service delivery is conditional upon the user inputting a personal identification code.

10. (*Previously presented*) A method according to claim **1**, wherein service delivery only continues whilst the user's current location matches with a location indicated by the location data.

11. (*Previously presented*) A method according to claim **1**, wherein once initiated, service delivery is continued until completion.

12. (*Cancelled*)

13. (*Previously presented*) A method according to claim **1**, wherein the location data is indicative of multiple locations.

14. (*Currently amended*) A method according to claim **1**, wherein multiple user-associated ~~program-code~~ program instances associated with different services to be delivered to the same user, are stored in a common repository.

15. (*Currently amended*) A method according to claim **1**, wherein the user-associated ~~program-code~~ program instance is passed by the party that carries out the qualification to the user or to a third-party, the ~~program-code~~ program instance being digitally signed by the party that carries out the qualification step whereby to enable an eventual service deliverer to check the origin and authenticity of the user-associated ~~program-code~~ program instance.

16. (*Previously presented*) A method according to claim **1**, wherein the current user location is provided to the entity carrying out location matching in step (b) by a trusted location service provider and is digitally-signed by the latter.

17. (*Currently amended*) A method according to claim **1**, wherein the user-associated ~~program-code~~ program instance specifies a particular number of times (including only once) that it can be run.

18. (*Currently amended*) A service delivery system comprising:

[[-]] a location-data repository;

[[-]] a service repository;

[[-]] a service factory;

[[-]] a qualification subsystem for conducting a transaction of a user purchasing a service or product that qualifies the user to benefit from a particular location-triggered service, the qualification subsystem being arranged, upon determining that the user is so qualified, both to store in the location-data repository location data indicative of at least one location where service delivery is to be triggered, and also to create in the service factory and store in the service repository a user-associated instance of executable program [[code]], customized for said transaction, for implementing said particular service;

[[-]] a service execution environment for executing user-associated ~~program-code~~ program instances;

[[-]] a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of a mobile entity associated with the user, and a location indicated by said location data; and

[[-]] a control arrangement responsive to the location-match subsystem detecting a said location match to initiate execution of the user-associated ~~program-code~~ program instance to deliver said particular service to the user.

19. (*Previously presented*) A system according to claim **18**, wherein the location-data repository is incorporated in said mobile entity associated with the user.

20. (*Previously presented*) A system according to claim **18**, wherein the service repository is incorporated in said mobile entity associated with the user.

21. (*Previously presented*) A system according to claim **20**, wherein the service execution environment is incorporated in said mobile entity associated with the user.

22. (*Currently amended*) A system according to claim **20**, wherein the service execution environment is separate from the mobile entity but can inter-communicate with the latter via a wireless infrastructure at least when the mobile entity is positioned to give rise to a location match, the mobile entity being operative to pass the user-associated ~~program-code~~ program instance to the execution environment via the wireless infrastructure upon occurrence of a said location match.

23. (*Currently amended*) A method according to claim **1**, wherein in step (a) the user-associated ~~program-code~~ program instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the ~~program-code~~ program instance being executed at the mobile entity.

24. (*Currently amended*) A method according to claim **1**, wherein in step (a) the user-associated ~~program-code~~ program instance is stored in the mobile entity, the detection of a said location match in step (b) resulting in the ~~program-code~~ program instance being passed from the mobile entity to a service provider system where it is then executed.

25. (*Currently amended*) A method according to claim **1**, wherein in step (a) the user-associated ~~program-code~~ program instance is stored in a service provider system, the detection of a said location match in step (b) resulting in the ~~program-code~~ program instance being executed by the service provider system.

26. (*Currently amended*) A method according to claim **1**, wherein the user-associated ~~program-code~~ program instance and the location data are stored in the same entity.

27. (*Currently amended*) A method according to claim **1**, wherein the user-associated ~~program-code~~ program instance and the location data are stored in different entities, the location data having

associated data enabling the entity storing the ~~program code~~ program

instance to be informed when a said location match is detected in

step (b).

28. (*Currently amended*) A service delivery method comprising the

steps of:

[[-]] (a) qualifying a user as authorised to benefit from a particular

location-triggered service, and thereupon storing:

[[-]] location data indicative of at least one location

where service delivery is to be triggered, and

[[-]] a service token indicative of the qualified user's

entitlement to benefit from said particular service and including a

service identifier identifying said particular service, the service

token being stored in a mobile entity associated with the user; and

[[-]] (b) subsequently detecting a location match between the location

of the user, as indicated by the location of said mobile entity, and

a location indicated by said location data, and thereupon passing the

service token from the mobile entity to a service provider system

where the service provider system checks that the service token

originates from a party for which it is willing to provide service

delivery before initiating delivery to the user of said particular

service as identified by said service identifier.

29. (*Previously presented*) A method according to claim **28**, wherein the service token includes communication address details of said service provider system.

30. (*Previously presented*) A method according to claim **29**, wherein the service token further includes a password for accessing the service provider system.

31. (*Previously presented*) A method according to claim **28**, wherein the service token includes both a service identifier and a user identifier, step (b) including a sub-step of the service provide system checking the identity of the user of the mobile entity against the user identity in the service token.

32. (*Currently amended*) A method according to claim **28**, wherein the service token is digitally-signed by the party that carried out the qualification in step (a) whereby the service provider system can check the authenticity of the token; the service token including user identity data identifying the qualified user, and the user mobile entity that passes the service token to the service provider system having an associated ~~public-key/private-key~~ <u>key</u> pair<u>, formed by a public-key and a private key,</u> and being required by the service provider system in step (b) to authenticate its identity by using its private key to sign and return data proposed by the service provider system whereby the latter can check that the user associated with the

mobile entity passing the service token to the service provider system is the qualified user identified by said user identity data included in the service token.

33. (*Previously presented*) A method according to claim **28**, wherein service delivery in step (b) is conditional upon the user inputting a personal identification code.

34. (*Previously presented*) A method according to claim **28**, wherein the service token is digitally signed by the party that carries out the qualification in step (a), the service provider system using this digital signing of the service token to check the origin and authenticity of the service token in step (b).

35. (*Currently amended*) A method according to claim **28**, wherein the location data is stored in the mobile entity where it is compared in step (b) against the current location of the mobile entity [[(20)]] as provided by one of:

[[-]] a location server associated with said communications infrastructure usable by the mobile entity, <u>and</u>

[[-]] location discovery means of the mobile entity[[;]]

in order to detect a said location match.

36. (*Previously presented*) A method according to claim **28**, wherein the location data is indicative of multiple locations.

37. (*Previously presented*) A method according to claim **28,** wherein multiple service tokens associated with different services to be delivered to the same user, are stored in a common repository.

38. (*Previously presented*) A method according to claim **28,** wherein said service token specifies a particular number of times (including only once) that the associated service can be provided.

39. (*Previously presented*) A method according to claim **28,** wherein the service token includes customisation data for customising a generic version of said particular service to the user.

40. (*Currently amended*) A service delivery system comprising:

[[-]] a mobile entity associated with a user;

[[-]] a location-data repository for storing location data;

[[-]] a service-token repository, incorporated into said mobile entity, for storing at least one service token;

[[-]] a qualification subsystem for determining whether said user qualifies to benefit from an instance of a particular location-triggered service, the qualification subsystem being arranged, upon determining that a user is so qualified, both to store in the location-data repository location data indicative of at least one location where service delivery is to be triggered, and also to store in the service-token repository a service token indicative of entitlement of the qualified user to benefit from   for said

particular service and including a service identifier identifying said particular service;

[[-]]a service delivery subsystem for providing said particular service, the service delivery subsystem being separate from said mobile entity;

[[-]]a communications arrangement for enabling the mobile entity to communicate with the service delivery subsystem;

[[-]]a location-match subsystem for detecting a location match between the location of the user, as indicated by the location of said mobile entity, and a location indicated by said location data; and

[[-]]a control arrangement responsive to the location-match subsystem detecting a said location match to cause the mobile entity to pass the service token to the service delivery subsystem[[;]],

the service provider system being arranged to use said identifier included in the service token to check that the service token originates from a party for which it is willing to provide service delivery and, if so, to deliver said particular service to the user.

41. (*Previously presented*) A system according to claim **40**, wherein the location-data repository is incorporated in said mobile entity associated with the user.

42 (*Previously presented*) A system according to claim **40**, wherein the service token includes customisation data for customising a generic version of said particular service to the user.

43. (*Cancelled*)